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Conceptualizing, Measuring, and Managing Customer-Based Brand Equity - group of 2 »

KL Keller - Journal of Marketing, 1993 - JSTOR

... If con- sumers lack either the **motivation** or ability ... top-of-mind" accessibility of **product** category or ... Provide **insight** into nature of **brand** techniques, depth ...

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Pursuing the Value-Conscious Consumer: Store Brands Versus National Brand Promotions - group of 3 »

KL Ailawadi, SA Neslin, K Gedenk - JOURNAL OF MARKETING, 2001 - extenza-eps.com

... Financial constraints Per capita income **Product** quality Quality consciousness ... Self-expression **Motivation** to conform Sex ... Switching **Brand** loyalty Store loyalty ...

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Consumer Evaluations of Brand Extensions

DA Aaker, KL Keller - Journal of Marketing, 1990 - JSTOR

... How do various combinations of **product** class asso- ciations ... What is the effect of involvement on **brand** exten- sions ... When the **motivation** or ability to process in ...

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Brand trust in the context of consumer loyalty - group of 4 »

E Delgado-Ballester, JL Munuera-Aleman - EUROPEAN JOURNAL OF MARKETING, 2001 - emeraldinsight.com

... Due to the fact that the **motivation** to make a ... create **insight** into the role played by **brand** trust as a ... researchers led us to choose a **product** category related ...

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A motivational process model of product involvement and consumer risk perception - group of 2 »

UM Dholakia - EUROPEAN JOURNAL OF MARKETING, 2001 - emeraldinsight.com

... and commitment to a single **brand** or brands ... situational involvement also comprises the "**motivation**" to act ... psychological risk aroused by the **product** class. ...

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Functional Interdependence and Product Similarity Based on Customer Needs

DA McAdams, RB Stone, KL Wood - Research in Engineering Design, 1999 - Springer

... of applications and related procedures for **product** development. Keywords:

Design-by-**analogy**; Functional analysis; Mass ... **Motivation**: The Niche of the Research ...

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Consumer Learning by Analogy: A Model of Internal Knowledge Transfer - group of 2 »

J Gregan-Paxton, DR John - The Journal of Consumer Research, 1997 - JSTOR

... cesses: Influences of Information and **Motivation** on Atten ... of **Consumer** Response to **Brand** Extensions," working ... Country-of-Origin and **Product** Attribute Information ...

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Visual attention during brand choice: the impact of time pressure and task motivation - group